

Monique Ashton, MPH

It is with honor and a commitment to public service that I submit this application for consideration to serve on the Rockville City Council.

I have served two years as Board member of the Montgomery County Council of Parent Teacher Association (PTA) in the capacity of Richard Montgomery (RM) Cluster Coordinator, which supports RM High School; Julius West Middle School; and Bayard Rustin, Beall Elementary, College Gardens, Ritchie Park Elementary School, and Twinbrook Elementary Schools. As a cluster coordinator, I along with my colleagues represent, coordinate, and advocate for the needs of a broad section of our community in Rockville. I also co-led the quadrennial RM cluster meeting with the Board of Education, which garnered participation from more than 200 families and focused on safety, curriculum, capacity, and school climate.

Over the past several years, I have advocated for the development of the new Bayard Rustin Elementary School. Most recently, I served on the boundary study committee, principal selection and naming committee, and led efforts to establish the inaugural PTA.

Prior to these positions, I served as the College Gardens Elementary School PTA President for two year, VP of Programs, delegate for two years, and NAACP parent liaison. I also served as the VP of Programs at Beall Elementary. I planned large community events, supported innovative in-school and after school programming for children, increased parent participation and engagement, supported efforts to reduce educational disparities and support students in need, and supported overall organizational management.

Recently, I served on the workgroup established by the Rockville City Council to share ideas and discuss the issue of the APFS. In this capacity, I worked to represent the needs of our community, find consensus among the school and business sectors, and support the educational needs of our students and the long term economic needs of Rockville. I also served as an advisor to support the development of the inaugural PTA of the Thomas Edison High School, which serves students across Montgomery County. The programs at Edison allow students to experience success through hands on learning that prepares them for college and future careers.

During my tenure in these capacities, I collected several hundred community comments, participated in community meetings, developed reports, implemented surveys, built consensus, coordinated with the Board of Education and MCPS, engaged with the City of Rockville, and advocated for the needs of our communities across Rockville. I do this work as a volunteer because I care about the City of Rockville, and the communities, families, and businesses that make it great.

In my professional capacity, I serve as a Senior Vice President at Ogilvy focused on public health and science. I have led large, multimillion dollar, integrated initiatives on behalf of National Institutes of Health, the Agency for Health Care Research and Quality, the Centers for Medicare and Medicaid Services (CMS), the Department of Health and Human Services, and large corporations as well as emerging biotech companies. Prior to this work, I served as the communications and public health advisor for the U.S. Department of Health and Human Services (HHS) Office of Minority Health (OMH). I also led partnership development efforts recruiting more than 550 organizations, supported the management of the OMH Resource Center.

I have been honored to receive numerous accolades for work on health, community development, such as a Professional Achievement Award, and a NIH Merit Award for International and Multicultural communications, US Surgeon General Certificate of Appreciation, Census Bureau community partner award, among others. I was also selected as a Presidential Management Fellow and worked for the Office of the United States Surgeon General, the HHS Office of Global Health Affairs, the HHS Regional Director's Office, and the Center for Medicare and Medicaid Services Region II Office. I am a graduate of New York University and I earned a Master's in public health degree from the George Washington University School of Public Health and Health Services, where I was inducted in Delta Omega, an honorary society. I have a certificate in health care reform from the University of Western Cape and completed short courses in the Dominican Republic and South Africa, where she focused on women's health, HIV/AIDS, community health. Through these experiences I have honed the following areas of expertise that I seek to utilize to support the City of Rockville, including:

- Strategic planning and implementation
- Management of multimillion dollar budgets and teams
- Community outreach and civic engagement
- Partnership development
- Stakeholder mapping and planning to understand and deliver the needs of diverse constituents
- Strategic communications and visibility to drive engagement, growth, and visibility for Rockville
- Program and initiative development to support health, human services, education, and business innovation
- Diversity and inclusion to reduce disparities
- Representing and finding consensus among diverse views
- Conflict and issues management

In addition, I would continue to collaborate and support the communities, constituents, and businesses of Rockville to:

- Expand civic engagement
- Support community service and create leadership opportunities for youth
- Focus on increasing coordination with the County Council and MCPS to support our school communities
- Support good stewardship of city funds and sound financial management
- Attract and support business development and innovation in Rockville
- Improve equity and celebrate our diversity
- Elevate the visibility of Rockville to encourage patronage of our businesses
- Continue to support and expand green spaces, parks and recreation opportunities

Personally, I have been a resident of Rockville for 15 years, and moving to this city has been decisions I have made. I am a mother of two school-aged children, and the diversity of Rockville and the neighborly quality of our city has been the perfect place to choose to raise my mixed race, Hispanic ethnicity family.

I believe the experiences and qualities noted above have given me a unique advantage in better understanding the challenges and effective solutions that would best serve each of the

communities. I would welcome the opportunity to participate on the City Council and continue it's long legacy of serving the people of Rockville.

Sincerely,

Monique Ashton, MPH